

2021

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period

Aug-2020- July 2021

1) **Employment Unit:** Mississippi River Radio - Marion/Carbondale
Number of Employees: More than 10
Small Market Exception: Y

2) **Unit Members (Stations and Communitites of License):**

WCIL	65950	AM	MRR LICENSE LLC	CARBONDALE
WCIL-FM	65949	FM	MRR LICENSE LLC	CARBONDALE
WJPF	19058	AM	MRR LICENSE LLC	HERRIN
WOOZ-FM	74581	FM	MRR LICENSE LLC	HARRISBURG
WUEZ	39520	FM	MRR LICENSE LLC	CARTERVILLE
WXLT	6647	FM	MRR LICENSE LLC	CHRISTOPHER

3) **EEO Contact Information for Unit Member:**

Mailing Address:	Telephone Number:
Mississippi River Radio LLC 1431 Country Aire Drive Carterville, IL 62918	618 - 985 - 4843
	Contact Person/Title:
	Steve Falat - GM / Market Manager
	E-Mail Address:
	stevef@riverradio.net

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

	Hire Date	Job Title	Recruitment Source Referring Hiree
1	9/3/20	Account Executive	On-Air Recruitment
2	10/12/20	Account Executive	Client Referral
3	7/23/21	Account Executive	On-Air Recruitment
4			
5			
6			
7			
8			
9			
10			

Stations WCIL, WCIL-FM, WJPF, WOOZ-FM, WUEZ and WXLT are Equal Opportunity Employers

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INTERVIEWEE REFERRAL SOURCE SUMMARY
August 2020 - July 2021

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
On-Air Recruitment	10
Station Website	1
Employee Referral	1
Job Fair	1
Client Referral	1
TOTAL	14

No organization requested that the station provide it with notice of all job vacancies.

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The stations used the following sources for ALL full-time vacancies

NAME	ORGANIZATION	ADDRESS	TELEPHONE / EMAIL	REFERRED
Rev. Logwood	Carbondale NAACP	P.O. Box 3303 Carbondale, IL 62902	618-457-7722 revlogwood@verizon.net	
Dr. Dafna Lemish Prof. Jim Wall	SIU Dept of Radio/TV	Southern IL Univ Communications Bldg Rm 1048 Mail 6609 Carbondale, IL 62901	618-536-7555 jelder@siu.edu jwal@siu.edu	
Debra Gray	Illinois Broadcasters Association	200 Missouri Ave Carterville, IL 62918	618-985-5555	
Lori Cox	Southeastern Illinois College	3575 College Rd Harrisburg, IL 62946	Lori.cox@sic.edu	
Leslie Weldon	Shawnee Community College	8364 Shawnee Colleg Road Ullin, IL 62992	618-634-3337	
Erin Morris	Rend Lake College	468 N Ken Gray Pky Ina, IL 62846	618-437-5321 morrise@rlc.edu	
Erwin Viaz	National Assoc of Hispanic Journalists	1000 Natl Press Bldg Washington DC 20045	viaz@nahj.org	
Lisa Hudgens	John A Logan College Career Services	700 Logan College Dr Carterville, IL 62918	618-985-2828 ext 8424 lisahudgens@jalc.edu	
Station Website	River Radio of So IL	1431 Country Aire Dr Carterville, IL 62918	618-985-4843	1
On-Air Recruitment	River Radio of So IL	1431 Country Aire Dr Carterville, IL 62918	618-985-4843	10

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In addition to the list of recruitment sources referenced at the top of page 3, the following additional sources were used to recruit for the following vacancy.....

Job Title: Account Executive vacancy #: 2

NAME	ORGANIZATION	ADDRESS	TELEPHONE / EMAIL	REFERRED
Client Referral	University Mall	1237 E. Main St Carbondale, IL 62901	618-529-3681	1

In addition to the list of recruitment sources referenced at the top of page 3, the following additional sources were used to recruit for the following vacancies.....

Job Title: Account Executive vacancy #: 3

NAME	ORGANIZATION	ADDRESS	TELEPHONE / EMAIL	REFERRED
Employee Referral	River Radio of So IL	1431 Country Aire Dr Carterville, IL 62918	618-985-4843	1
IDES Job Fair	Illinois Dept of Employment Security	2309 W. Main St Marion, IL 62959	618-993-7650	1
AllAccess	www.allaccess.com	P.O. Box 6587 Malibu, CA 90264	310-457-6616	

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6) Total # of Interviewees Referred:

Fourteen (14)

7) Supplemental Recruitment Initiatives:

*Participated in at least 4 **Job Fairs** by station personnel who have substantial responsibility in making hiring decisions*

**River Radio planned to participate in IDES "JOB FAIR" @ City of Carbondale Civic Center
Oct-20 CANCELLED due to COVID-19**

River Radio planned to participate in a "Job Fair" in October 2020 at City of Carbondale Civic Center in Carbondale, IL. with a booth providing information about the company and about the sales & programming departments and included application for employment, however, it was CANCELLED due to COVID-19.

**River Radio planned to participate in "JOB FAIR" @ Shawnee Community College
Mar-21 CANCELLED due to COVID-19**

River Radio planned to participate in a "Job Fair" in March 2021 at Shawnee Community College in Ullin, IL. with a booth providing information about the company and about the sales & programming departments and included application for employment, however, it was CANCELLED due to COVID-19.

**River Radio planned to participate in "JOB FAIR" @ John A. Logan College
Mar-21 CANCELLED due to COVID-19**

River Radio planned to participate in a "Job Fair" in March 2021 at John A. Logan College in Carterville, IL. with a booth providing information about the company and about the sales & programming departments and included application for employment, however, it was CANCELLED due to COVID-19.

**River Radio planned to participate in IDES "JOB FAIR" @ City of Carbondale Civic Center
Apr-21 CANCELLED due to COVID-19**

River Radio planned to participate in a "IDES Job Fair" in April 2021 at City of Carbondale Civic Center in Carbondale, IL. with a booth providing information about the company and about the sales & programming departments and included applications for employment, however, it was CANCELLED due to COVID-19.

**River Radio planned to participate in "JOB FAIR" @ Southeastern Illinois College (SIC)
Apr-21 CANCELLED due to COVID-19**

River Radio planned to participate in a "Job Fair" in April 2021 at Southeastern Illinois College in Harrisburg, IL. with a booth providing information about the company and about the sales & programming departments and included applications for employment, however, it was CANCELLED due to COVID-19.

**River Radio participated in IDES "JOB FAIR" @ the Oasis Entertainment Center
7/16/21**

River Radio participated in a "Job Fair" 7/16/21 at the Oasis Entertainment Center in Marion, IL. with a booth providing information about the company and about the sales & programming departments and included application for employment. The General Sales Manager was in attendance at the River Radio booth.

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*Participated in at least 4 **events** sponsored by **organizations** representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.*

River Radio interviewed local fast food chain owner regarding local employment issues

5/16/2021

River Radio interviewed Aon Jones, owner of the Culver's Fast Food restaurant chain in Carbondale, IL and Marion, IL, on WJPF-AM and WCIL-AM. The 11-minute interview aired at 7:20am-7:31am 5/16/21 discussing hiring and staffing challenges in the local marketplace brought on by the effects of COVID-19 and how they are looking at the non-traditional employee, such as retirees.

River Radio sponsored and promoted an IDES "JOB FAIR" @ the Oasis Entertainment Center

7/16/2021

River Radio sponsored and promoted the Illinois Department of Employment Security and Man-Tra-Con "Job Fair" 9:00a - 3:00p 9:00am - 3:00pm 7/16/21 at the Oasis Entertainment Center in Marion, IL.

River Radio aired thirty-six (36) :30 recorded public service announcements each on WJPF-AM, WCIL-AM, WUEZ-FM, WCIL-FM, WXLT-FM and WOOZ-FM 7/13/21 - 7/16/21, for a total of two hundred sixteen (216). On 7/14/21 Tena Studer, Man-Tra-Con Business Services Administrator had a 3-minute live in-studio interview 7:12am-7:15am on WJPF-AM & WCIL-AM, a 3-minute live in-studio interview 7:20am-7:23am on WOOZ-FM, a 3-minute live in-studio interview 7:30am-7:33am on WUEZ-FM and a 3-minute live in-studio interview 7:40-7:43am on WCIL-FM to discuss the details and to promote the upcoming IDES Job Fair on 7/16/21.

River Radio set-up a booth at the Job Fair providing information about the company and about the sales & programming departments and included applications for employment. General Sales Manager and Event Coordinator were in attendance at the River Radio booth.

River Radio interviewed State Fair Manager regarding local employment issues

7/22/2021

River Radio interviewed Josh Gross, DuQuoin State Fair Manager, on WJPF-AM & WCIL-AM on 7/22/21.

The 3-minute interview aired at 8:35am-8:38am 7/22/21 discussing hiring and staffing challenges in the local marketplace brought on by the effects of COVID-19 and how they are looking to hire locally immediately.

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